

INCREASING THE LEVEL OF PUBLIC  
ADMINISTRATION INVOLVEMENT IN  
ACHIEVING A SUSTAINABLE DEVELOPMENT  
OF THE REGIONS BY FOCUSING ON TOURISM

**Abstract**

Tourism has a continuous movement in the 21st century, which requires to entrepreneurs / businesses (public and private) to make from the environment a priority. Because now tourism is the most developed industry in the world, the environment has a central stage in its development process. Tourism is not only a powerful economic force, but also a physical factor in the environment.

How, in future, more attention will be attributed to environment, the projects economically feasible, but not in terms of ecology, will remain at the early stage of implementation. The environment is the core of a tourism product. Profitability of tourism depends on maintaining a high level of attractiveness of the destination that people want to see and explore.

Any comprehensive analysis of the field, therefore, must be multidisciplinary, and calling for a study on tourism should be a net importer of ideas, themes and concepts from a wide range of social sciences. Studying this field helps us to examine more general economic processes, political, social, geographical and ecological. We should try to see tourism as a field research directly, as it is an activity that makes us better understand the world around us.

**Keywords:** tourism, sustainable development, dynamic process, system, management, region development

**JEL CODES:** L83

# NECESITATEA CREȘTERII GRADULUI DE IMPLICARE A ADMINISTRAȚIEI PUBLICE ÎN DEZVOLTAREA DURABILĂ A REGIUNILOR PRIN FOCUSAREA PE TURISM

**Teodora-Adriana MENDA**

Researcher, Faculty of Agrifood and Environment  
Economics, Bucharest Academy of Economic Studies  
E-mail: teodora.menda@yahoo.com

**Cristina PARTAL**

Ph.D. Student, Bucharest Academy of Economic  
Studies  
E-mail: cristina.partal@gmail.com

**Paul CALANTER**

Ph.D. Student, Bucharest Academy of Economic  
Studies  
E-mail: paul.calanter@yahoo.com

**Rezumat**

Turismul are o mișcare continuă și în secolul 21, fapt care obligă întreprinzătorii/agenții economici (din sectorul public și cel privat), să facă din mediul înconjurător o prioritate. Deoarece, în prezent, turismul este cea mai dezvoltată industrie din lume, mediul înconjurător deține o etapă centrală în procesul de dezvoltare a acestuia. Turismul nu este doar o forță economică puternică, ci și un factor fizic în mediul înconjurător.

Cum, în viitor, se va atribui o mai mare atenție mediului înconjurător, proiectele fezabile din punct de vedere economic, dar nu și din punct de vedere ecologic, vor rămâne la stadiu incipient de implementare. Mediul înconjurător este miezul unui produs turistic. Profitabilitatea în turism depinde de menținerea unui nivel ridicat al atractivității destinației pe care oamenii doresc să o vadă și să o exploreze.

Orice analiză cuprinzătoare a domeniului, prin urmare, trebuie să fie multidisciplinară; și necesitatea unui studiu asupra turismului trebuie să fie un importator net de idei, teme și concepte dintr-o paletă largă de științe sociale. Studiarea acestui domeniu ne ajută să cercetăm mai multe procese economice generale, politice, sociale, geografice și ecologice. Trebuie să încercăm să vedem turismul ca un câmp de cercetare direct, deoarece este o activitate care ne face să înțelegem mai bine lumea din jurul nostru.

**Cuvinte cheie:** turism, dezvoltare durabilă, proces dinamic, sistem, management, dezvoltare regională



Proceedings of the seventh Administration  
and Public Management International  
Conference

## 1. INTRODUCTION

Today, it is considered that tourism is the largest business in the world: it is the main industry in terms of contribution to gross world product, the number one worldwide in terms of labor employed and the most important investor of capital (Nita and Nita, 2008). As one of the world's top industry, tourism development and its consequences should be at the forefront of ensuring economic gain through environmental protection. Therefore, to highlight the place of tourism in economic development must show not only its economic role, but its social and cultural effects, and the impact that it has on the natural environment. Tourism is seen as a focus lens through which broader characteristics may be taken into account, and multidisciplinary research confirms that the foundation is built. Tourism is practiced by a diverse range of people, as an industry is multi-disciplinary, and as a means of economic and cultural exchange, exhibits many facets and forms. However, as a whole, by dint of its mass and complex content, it is driving a vast potential of human and material resources, with profound implications on the evolution of the entire society. Tourism has a continuous movement in the 21<sup>st</sup> century, which requires to entrepreneurs / businesses (public and private) to make from the environment a priority. Because now tourism is the most developed industry in the world, the environment has a central stage in its development process. Tourism is not only a powerful economic force, but also a physical factor in the environment.

How, in future, more attention will be attributed to environment, the projects economically feasible, but not in terms of ecology, will remain at the early stage of implementation. The environment is the core of a tourism product. Profitability of tourism depends on maintaining a high level of attractiveness of the destination that people want to see and explore. Any comprehensive analysis of the field, therefore, must be multidisciplinary, and calling for a study on tourism should be a net importer of ideas, themes and concepts from a wide range of social sciences. Studying this field helps us to examine more general economic processes, political, social, geographical and ecological. We should try to see tourism as a field research directly, as it is an activity that makes us better understand the world around us.

## 2. SUSTAINABLE DEVELOPMENT AND RE-DIMENSION OF THE TOURISM PHENOMENON

Tourism has the power to include the environment, to provide financial support for his protection, for preservation of culture and history, useful to establish *sustainable* limits, and protect destinations / natural attractions. Tourism-environment relationship is shown to be complex, with a special meaning. Development and environmental protection represents a sine qua non of tourism, and any change

occurring harm its tourism potential, by reducing or even canceling its resources. This is also the ground that tourism-environment relationship includes situations where, by the actions taken to carry out tourist activities and measures are included which lead to increase / decrease in *sustainable development*.

The tourism industry has accepted the concept of sustainable development and adopted the concept of sustainable tourism. The sustainable tourism develop the idea of meet the needs of tourists and tourist industry, while protecting the environment and opportunities for the future. And this, (Camarda, 2008) showing the role played by this industry that "sells" the physical and human environment as its product, and thus must be involved in sustainable development.

This industry has natural and human resources, cultural heritage of individual society, and sells these components as part of its product through a shared process of sharing with others, including local population.

The tourism industry became such a dynamic in time and space, and must demonstrate partnership and cooperation with other industries, in order to obtain and ensure the quality base of resource and its long-term characteristics. Due to the close and interdependent relationship between economy and environment, it is proving a need for *sustainable development in tourism*.

If tourism is not properly planned and implemented, can destroy vegetation (fauna and flora), to create over-crowded routes, to destroy, pollute beaches, accessible to over-build, to eliminate open areas, to create problems in the sewage, and chose to ignore the needs, architecture and host community structure (Goeldner and Ritchie, 2009). Where resources have been seriously affected, actions to minimize and rehabilitate should be applied to reflect the concept of sustainable tourism development.

Therefore, it is recognized that tourism must protect and conserve the environment, natural attractions, as people continue to travel and must set out the limits of use so that environment to become sustainable. This involves the promotion of appropriate activities, which derives and support landscape character, community identify and opportunities for the area. With all the constraints mentioned and others encountered in recent years, tourism continues to be a consumer priority in the national economies, a position that gives a great future. Subsystem of the national economy, tourism has its own mechanisms for restructuring, supporting, because of his peculiarities and nature, the impact of changes of all other subsystems, by exercising, in its turn, an increasing influence on their development. Governments are aware that in a globalize economy, cities and regions compete globally and must base their strategies on their local assets, knowledge, skills and other competitive advantages to succeed. To promote their social and economic development in an efficient and sustainable ways, cities and regions should follow strategies that are cross-sectional and comprehensive, involving all

relevant actors. There is a clear role for government in facilitating the emergence and development of local prosperity (MacCallum et al, 2001). In all developed countries were and are elaborated and implemented tourism and government policies for support and affirmation. The problem is how to achieve this? This industry must strengthen its efforts to achieve accountability-oriented environment, efforts to be undertaken both by the government, as represented by the public sector and entrepreneurship, as representatives of the private sector and tourist, as a nodal public-private partnership in this industry. Oriented environment is supported by the development of public-private partnership, which establishes the positions and roles of each sector. To facilitate accountability is necessary that the private sector to play a role as important in the development of quality products and competitive services directed towards changing demand, and the government should promote a clear and stable legal system to encourage investments. Tourists must be protected from those two sectors, to ensure his safety and security, and this in turn should show responsibility towards the environment through prevention and protection.

### 3. DYNAMIC PROCESS DIMENSIONS

3rd Millennium starts by the specter of globalization, sustainable development and quality. Deepest involvement belongs to services which has a vital role in economic growth. Under this statement, there was increasingly active tourism industry development trend by returning to the kind of authentic cultural values and traditions, that spending a holiday in a natural environment and human original, in the presence of particular targets. The membership of tourism activities (Bonțoi and Gane, 2007) to the service sector derive from the obtaining way for taking some of its defining characteristics as mobility, dynamism and capacity to adapt to the demands of each visitor, and specific tourism product because it is the result of a harmonious combination services which meet their own specific features and mechanisms of use.

Tourism and environment are closely linked; the first can have positive or negative consequences in relation to planning, business valuation and management. Studies are needed to assess the impact of each project, and indicators of sustainability must be adapted for each region or location and monitoring both environmental impact and socio - cultural and economic effects in relation to the local community.

Sustainable tourism development: "Development of all forms of tourism, management and marketing of tourism that respects the integrity of the natural, social, economic environment, by exploiting the natural and cultural resources for future generations" (Bran, Simon and Nistoreanu, 2000).

The tourism industry has adopted the concept of sustainable development, formulated the term sustainable tourism, in the publication WTO\* (World Tourism Organization) in 1994, "Tourism 2010", develops the idea of "serving the needs of present tourists and the tourism industry, and at the same time protecting the environment and future opportunities. (...) It has to meet all the needs of tourists: economic, social, aesthetic, leisure, maintaining ecological integrity and biological diversity, cultural and all systems that support life".

The creation of local, regional, national and international bodies to become directly involved in implementing this new project is necessary because some government decisions can have success in conditions in which globalization has covered the entire social and economic life.

WTO, WTTC\* (World Travel and Tourism Council) and the Earth Council prepared for the Conference in Rio de Janeiro, 1992, reporting entitled "XXI Action Programm for the travel and towards sustainable development". The report states that "for public organizations, national tourism authorities and organizers of commercial activities primary purpose is to establish systems and procedure aimed at sustainable development principles into the mechanisms private decision making and to establish measures to ensure that consistency of a sustainable tourism 'and entrepreneurs' needs to consider sustainable development as a central functional component of the management and take necessary measures for the practice of sustainable tourism "(Bran, Simon and Nistoreanu, 2000).

The concept of sustainable development implies the existence of tourism and economic development of their anthropic conditions, but without creating damages. From this perspective, it is necessary to evaluate strategies for sustainable development by establishing global economic efficiency, a concept which involves converting all the effects of the economic effects obtained and their comparison with the effort. Thus, the complexity and interdependence of many factors acting in tourism are more difficult to identify solutions by travel agencies. To demonstrate this view, it should be captured and returned, along with other concepts in sustainable development and interdependence, such as:

- Environment protection quality of the tourist services

\* <http://unwto.org/en/about/unwto>, WTO-World Tourism Organization - (UNWTO) is a specialized agency of the United Nations and most important international organization in tourism. It serves as a global forum for tourism policy issues and practical source of know-how for tourism. WTO plays a central and decisive role in promoting responsible tourism development, sustainable and universally accessible, paying particular attention to the interests of developing countries development. Its structure includes 154 countries, seven territories and more than 400 members, representing the private sector, educational institutions, tourism associations and local tourism authorities.

\* [www.wttc.org](http://www.wttc.org), WTTC, the World Travel and Tourism Council, is a global coalition of 100 chief executives from all sectors of travel and tourism industry, founded in 1990. Its purpose is to encourage governments to cooperate with private initiative to use the economic dynamism of the industry and increase overall job creation. This can be achieved by promoting open markets, remove barriers to growth, deregulation and liberalization, while at the same time imposing industrial environmental sustainability initiatives.

- Economic environment ↔ social environment ↔ political environment
- Raw resources ↔ financial resource ↔ human resources

Tourism activity in the context of sustainable development requires evaluation of all categories of resources and designating targets to obtain performance in three distinct spheres (Kreisel, 1992):

- Economic, thereby increasing the operating and recovery of the tourism resources (material wealth creation for local residents; -proper maintenance of tourist infrastructure);
- Social, aiming to improve the lives of people in the region where tourism is growing (- opportunities to relax and recover for tourists; - maintaining socio-cultural identity of the host population; - providing opportunities for local participation in tourism and cooperation with them in making decisions about the future of the area);
- Environmentally friendly, aimed at recycling and avoiding degradation of the environment in which the tourism activated (- preserving natural resources for tourism purposes; - to minimize negative environmental effects).

Figure 1, processed after dedicated authors from research tourism field, and especially those who have examined the phenomenon of sustainability, shows a vision of what does the key themes and keywords means for developing countries (those undergoing economic transition and European integration, the example of Romania). During this period, the emergence of new economic activities held manufacturer of value added to those already established in time and space. These new forms of tourism emerged in our country are already implemented in various types and sizes, coupled with the resources and money available. Current research shows that this phenomenon of "new tourism", helps us to identify the relationship with the "new type of consumer (middle class)," new types of political movements (ranging from new social movements in the so-called ecological anti-globalization movements) and "new forms of economic organization" (Mowforth and Munt, 2003).



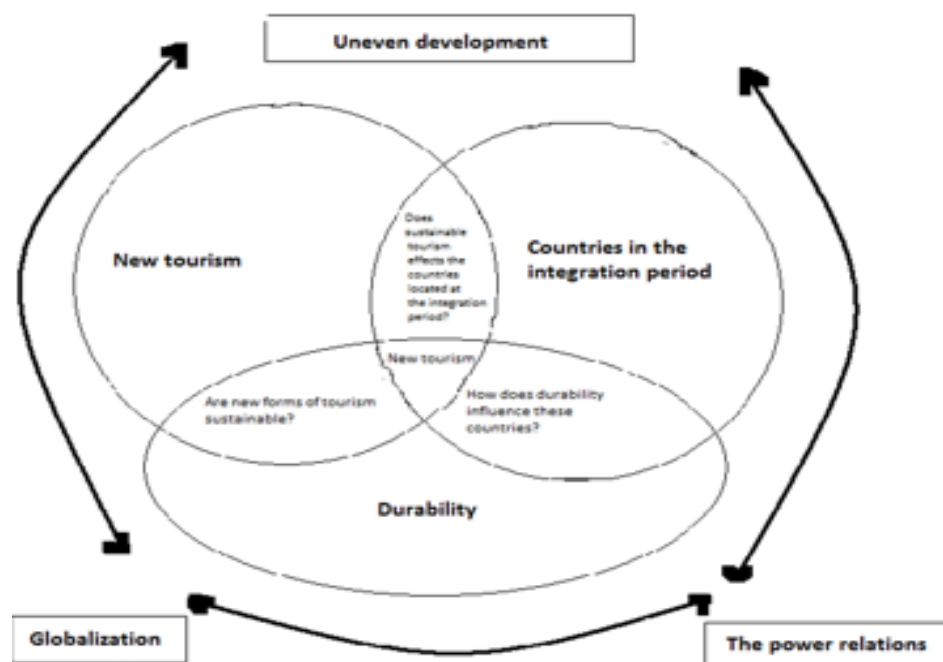


FIGURE 1 - KEY THEMES AND KEYWORDS, RELATED TO DEVELOPMENT AND TOURISM

Sources: (own interpretation), Martin MOWFORTH, Ian MUNT, (2003), *Tourism and sustainability. Development and new tourism in the Third World*, 2nd Edition, by Routledge, London

These activities share, in varying degrees, a concern for sustainability and brought into account environmental impact, economic and socio-cultural of tourism. They also share a concern, in different phases, of involvement and control assumed by the "local" people and the degree to which they committed for profit. Increasingly more attention is directed to the reason that tourism is an economic activity, social and environmental development. That would have to use conservation without destroying it for future generations, is already one of the central arguments in debates about sustainable tourism. This raises the problem of inequality in tourism, for example, tourist use of the resources requested by local residents can destroy those resources and environmental quality. Therefore, local governments and international agencies have a great responsibility to promote and act in ensuring that tourism development occurs, not only sustainable but also seek to minimize possible negative impacts.

The basic principle underlying the concept of economic efficiency of tourism services is the systemic approach of tourism at micro and macro level. Thus, at the national level, macro can be decomposed into subsystems which have various interdependencies necessary and true. If it comes to assessing the economic effects of tourism service, we must consider the whole national system and the way the subsystems interact, while taking account of existing resources in line with the environment.

Following the economic efficiency of tourism services may be surprised at all stages the quality of the service, derived from natural resources and useful final service (this is why solutions must be found to combine economic efficiency with environmental effectiveness). Thus, the effectiveness of any tourism activities should be considered taking into account its relationship with the environment. A tourist activity is effective only if it preserves the environment; avoid its degradation through the use of means of transport and promoting eco-tourism.

Tourism must operate as a profitable activity, but for its future long-term mutually beneficial relationships and linkages between industry, people and the environment must exist to bring financial and sustainable benefits for all and enhance the reputation and image of tourism as a global phenomenon.

Tourist activities effectively increase the competition among tour operators that brings the result of increasing tourist satisfaction, increased service quality and tourist satisfaction.

(Holecek, 1981) describes how governmental agencies affecting the development, and propose a model of a travel system that includes private firms, public agencies, public and private resources, and tourists. This model is oriented towards consumer, which highlights in Fig. 2, the central position of tourists, and dynamic relations between the parts occurs, indicating an action that generates changes on each side separately.

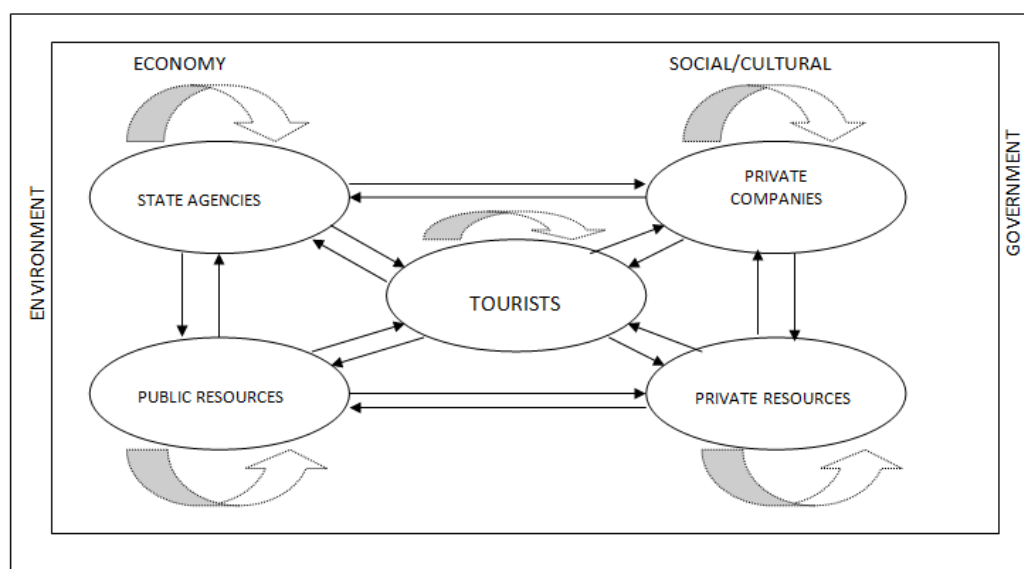


FIGURE 2 - MODEL SYSTEM COMPONENTS AND INTERACTIONS OF TOURISM-DEVELOPMENT TOURISM AS GOAL OF A POLICY  
 Sources: (own interpretation), William C. GARTNER, (1996), *Tourism Development – Principles, Process, and Policies*, VAN NOSTRAND REINHOLD, an ITP International Thomson Publishing Company, New York



In this way, welfare and benefits, created by tourism and brought to tourists, can also be extended to the host population and to help in many of the many inequalities that exists in the great globalization within the tourism activities, as multinational companies which tries to attempts a higher control in consumer choice and types of the tourism offer.

On the other hand, local community education is extremely important for sustainable development of tourism, because people understand why it is important to protect an area, and given the chance to make decisions about the quality of life and understand the reasons why for the tourist chose to pay a visit.

Also, the system is influenced by exogenous factors (technology, climate) which, even they do not belong and are not direct under the control of one of the components, although they influence each one.

It has not to be neglected the tourism influence of the development of the modern technologies (the growth and the development of transport, telecommunications, fast transfer of information, decision support system) allow increase tourist traffic.

It is very important for all actors involved in the tourism activity to pursue the sustainable development of this service sector. In line with the results of research conducted by experts and case studies carried out, tourism should contribute to the conservation, economic growth and prosperity of the communities of destination. Sustainable tourism, well planned, developed and managed has positive impacts to the local community.

#### 4. CONCLUSINS

To the foregoing menntioned ideas is sufficent to note that tourism development activity must be focused on social and ecologic responsible, that must be sustainable on long term rather than on short term exploitation. The globalization of environmental problems, which emphasizes how our lives are inexplicably linked and influence each other, and has as a result the accelerating of the debate on environmental sustainability of tourism. So, in some cases, tourism may be one way of providing incentives and facilities for preservation and conservation of endangered species and their environments, and provide benefits beyond those which normally fall under for the tourism industry.

Tourism should be understood primarily in the context of capitalist development and capital accumulation, being still necessary to avoid deterministic reasoning and recognized that such a development is subject to local and differentiated. In other words, the form of tourism development and the respective roles of relevant staff that takes (from "local" people and entrepreneurs to foreign firms,

local and central governments and lending institutions) is not predetermined and will vary greatly from one area to another.

Tourists and entrepreneurs (traders) have a great responsibility when it is need to ensure that tursimul is promoted as an activity that will include not only global understanding and interaction between people of different cultures and societies, but which will promote dialogue, benefits and opportunities for tourist, host and environment. The tourism industry should collaborate with communities, local authorities and residents to ensure that tourism is an activity type win for everyone and that is integrated. A sustainable tourism incentives financial the protection of its resources: natural sites, archaeological and historical art and culture, artists handicrafts and traditional customs, however motivating tourists arriving in the area.

Management and sustainability of tourism requires the mastery of the ecological and socio-economic impacts, development and use of ratios and maintaining environmental quality of tourist resources and tourism markets. From a tourism point of view, applying concepts of sustainable development in recent years has resulted in the development and implementation of legal regulations, leading to promotion of tourism and protect the environment from pollution, its regeneration, recycling, etc. of interest.

Sustainable tourism means the ability tof ourist destination to remain competitive against all the problems, to attract visitors for the first time and to further loyalty, to remain culturally unique, and being in a permanent equilibrium with the environment. All of the above are elements of a long-term issues, and these things require a significant change in emphasis in the management and development of tourism.

## REFERENCES

- Bonțoi (Menda), T.-A. and Gane, C. (2007). *Agroturismul- modalitate de dezvoltare a comunităților rurale/Agro-tourism, manner of development in rural communities*, International conference "DEZVOLTAREA DURABILĂ A SPAȚIULUI RURAL", 15-16 June, A.S.E., Editura ASE, București, ISBN:978-606-505-046-4
- Bran, F., Simon, T. and Nistoreanu, P. (2000). *Ecoturism*, Editura Economică, București
- Camarda, A. (2008). *Strategii de dezvoltare a turismului în țara Bârsei*, Editura Uranus, București
- Gartner, W.C. (1996). *Tourism Development – Principles, Process, and Policies*, VAN NOSTRAND REINHOLD, an ITP International Thomson Publishing Company, New York
- Goeldner, C.R. and Ritchie, J.R.B. (2009) *Tourism – Principles, Practices, Philosophies*, Eleventh Edition, John Wiley and Sons Inc., Hoboken, New Jersey
- Holecek, D. (1981). *Michigan Toursim: How Can Research Help?* – Symposium Proceeding, by J. Frigden and D. Allen, Michigan State University Parks and Recreation Resources Department: 18, Michigan, cited by Gartner, W. C., (1996)

- Kreisel, W. (1992). *Umweltvertragliche Angebote unter Einbeziehung der Ergebnisse von Erhebun bei Fremdenverkehrsgrenien*, Dusserdof, cited by Camarda Adina, (2008)
- MacCallum, N., Baert, T., Rosato, P. and Barbieri, S. (2001). *Sustainable Tourism and Local Development in Apulia Region*, OECD Local Economic and Employment Development (LEED) Working Papers, 2011/2, OECD Publishing, doi: 10.1787/5kgghrjkgphd5-en <http://www.oecd-ilibrary.org>
- Mowforth, M. and Munt, I. (2003). *Tourism and sustainability. Development and new tourism in the Third World*, 2nd Edition, Routledge, London
- Niță, I. and Niță, C. (2008). *Piața turistică a României. Realități-mecanisme-tendințe*, Ediția a doua, Editura Economică, București